

ECONOMIC DEVELOPMENT COMMISSION MINUTES

April 11, 2012

Call to Order: 4:00pm

Members Present: Powers, Nesbitt, Roper, Richardson, Reynolds, Capps, Tait

Staff: Richardson

Public Comment: None

EDC Business:

Industrial Recruitment:

The Commission discussed the pros & cons of direct mail vs. email for message distribution. Councilmember Powers confirmed that the County could lend the City its electronic list of California Manufacturing CEO's. The Commission opted to move forward with the email approach followed by a more focused direct mail campaign if necessary.

Work Plan for 2012:

The Commission discussed the initiation of two projects to be completed prior to moving forward with additional tasks.

The first will be to implement a year long industrial recruitment program aimed at connecting manufacturers State-wide with to opportunities at the Auburn Airport Industrial Park as well as supporting the Industry 2012 event. The initial campaign will be implemented via email. As impact of the emails is assessed with the Commission and involved real estate brokers, the Commission may follow up with targeted directed mailings. The commission is seeking \$5,500 for the project.

Second, project is the completion of a travel video is for use in local hotels for visitors. The project will profile activities, places, events, shopping and dining opportunities for in-room guest viewing. The commission is seeking \$1,500 for the completion of the project.

Commission Reports: None

Adjourned: 5:00pm